



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 571164 /		<u>Alt Order #</u> 9804823
<u>Product</u> LOVE FOR UT-CD 4		
<u>Contract Dates</u> 08/28/12 - 09/03/12		<u>Estimate #</u> 828903
<u>Advertiser</u> Love/R/Congress		<u>Original Date / Revision</u> 08/27/12 / 08/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Dan Driscoll	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 53.80
<u>IDB#</u> 1046	<u>Advertiser Code</u> LOVE	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Smart Media Group LLC**  
**814 King Street**  
**Suite 400**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	08/28/12	09/02/12	Su 7a-9a	7a-9a		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S				2	\$500.00	3.60			
N 2	13	08/28/12	09/02/12	Su 1135p-1205a	1135p-1205a		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S				1	\$125.00	1.40			
N 3	13	08/28/12	09/02/12	Sa 7a-9a	7a-9a		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-				2	\$500.00	2.60			
N 4	13	08/28/12	09/02/12	M-F 11a-12p	11a-12p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$250.00	1.70			
N 5	13	08/28/12	09/02/12	M-F 11a-12p	11a-12p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----				1	\$250.00	1.70			
N 6	13	08/28/12	09/02/12	M-F 11a-12p	11a-12p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---				1	\$250.00	1.70			
N 7	13	08/28/12	09/02/12	M-F 11a-12p	11a-12p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--				1	\$250.00	1.70			
N 8	13	09/03/12	09/03/12	M-F 11a-12p	11a-12p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----				1	\$250.00	1.70			
N 9	13	08/28/12	09/02/12	Sa 1005p-1035p	1005p-1035p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$250.00	1.50			
N 10	13	08/28/12	09/02/12	M-F 9p-930p	9p-930p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$1,200.00	6.00			
N 11	13	08/28/12	09/02/12	M-F 9p-930p	9p-930p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----				1	\$1,200.00	6.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

Contract / Revision	Alt Order #
571164 /	9804823

Contract Dates	Product	Estimate #
08/28/12 - 09/03/12	LOVE FOR UT-CD 4	828903

Advertiser	Original Date / Revision
Love/R/Congress	08/27/12 / 08/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 12	13	08/28/12	09/02/12	M-F 9p-930p	9p-930p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---				1	\$1,200.00	6.00			
N 13	13	08/28/12	09/02/12	M-F 9p-930p	9p-930p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--				1	\$1,200.00	6.00			
N 14	13	09/03/12	09/03/12	M-F 9p-930p	9p-930p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----				1	\$1,200.00	6.00			
Totals										53.80		16	\$9,625.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/03/12	16	\$9,625.00	\$8,181.25
<b>Totals</b>	<b>16</b>	<b>\$9,625.00</b>	<b>\$8,181.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS. ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating: 3.6	1	SU	7A-9A	GOOD DAY UTAH	:30	\$500.00	09/02-09/02	2	1	2	\$1,000.00	
	2	SU	1130P-12A	M*A*S*H	:30	\$125.00	09/02-09/02	1	1	1	\$125.00	
	Rating: 1.4											
Rating: 2.6	3	SA	7A-9A	GOOD DAY UTAH	:30	\$500.00	09/01-09/01	2	1	2	\$1,000.00	
	4	TU	11A-12P	NEWS	:30	\$250.00	08/28-08/28	1	1	1	\$250.00	
	Rating: 1.7											
Rating: 1.7	5	W	11A-12P	NEWS	:30	\$250.00	08/29-08/29	1	1	1	\$250.00	
	6	TH	11A-12P	NEWS	:30	\$250.00	08/30-08/30	1	1	1	\$250.00	
	Rating: 1.7											
Rating: 1.7	7	F	11A-12P	NEWS	:30	\$250.00	08/31-08/31	1	1	1	\$250.00	
	8	M	11A-12P	NEWS	:30	\$250.00	09/03-09/03	1	1	1	\$250.00	
	Rating: 1.7											
Rating: 1.5	9	SA	10P-1035P	SEINFELD	:30	\$250.00	09/01-09/01	1	1	1	\$250.00	

Rep Order# 9804823 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/27/2012 11:12 AM  
Last Received: 08/27/2012 10:45 AM  
Showing Buylines: All Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL  
Product LOVE FOR UT-CD 4  
Estimate# 828903  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E LOVE/ORDR/828903  
Flight Dates 08/28/2012 - 09/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	10	TU	9P-930P	NEWS	:30	\$1,200.00	08/28-08/28	1	1	1	\$1,200.00	
	Rating: 6.0											
	11	W	9P-930P	NEWS	:30	\$1,200.00	08/29-08/29	1	1	1	\$1,200.00	
	Rating: 6.0											
	12	TH	9P-930P	NEWS	:30	\$1,200.00	08/30-08/30	1	1	1	\$1,200.00	
	Rating: 6.0											
	13	F	9P-930P	NEWS	:30	\$1,200.00	08/31-08/31	1	1	1	\$1,200.00	
	Rating: 6.0											
	14	M	9P-930P	NEWS	:30	\$1,200.00	09/03-09/03	1	1	1	\$1,200.00	
	Rating: 6.0											

---REPORT TOTALS---

Report Totals: 16 / \$9,625.00

---SALES MONTHLY TOTALS---

Sep 12: 16 / \$9,625.00  
Sales Totals: 16 / \$9,625.00  
Station Totals: 16 / \$9,625.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,402	CABL 0%	KDLT 0%	KJZZ 0%	KSL 42%	KSTU 13%
		KTVX 18%	KUCW 0%	KUTV 26%	UNKB 0%	UNKN 0%

Books null  
Demos RA35+

Rep Order# 9804823 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/27/2012 11:12 AM  
Last Received: 08/27/2012 10:45 AM  
Showing Buylines: All Lines

3 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL  
Product LOVE FOR UT-CD 4  
Estimate# 828903  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E LOVE/ORDR/828903  
Flight Dates 08/28/2012 - 09/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
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